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IN THE CLAIMS

1. (Amended) A method of obtaining and processing orders for full color printing, said method comprising the steps of:

(a) supplying to a customer a job configuration and price calculator, wherein said price calculator includes one or more printing configuration options;

(b) allowing the customer to select or enter data for one or more printing configuration options,

(c) using said job configuration and price calculator to automatically calculate a price quote as said customer selects configuration options on said job configuration and price calculator based on the one or more printing configuration options selected by the customer, wherein said price calculator automatically calculates a new price quote each time the customer selects or enters data for one or more new configuration options; and

(d) displaying automatically said price quote.

2. (Amended) The method of claim 1 wherein steps of calculating and displaying the price quote is are substantially instantaneous as said customer selects or enters data for printing configuration options.

3. (Amended) The method of claim 1 wherein said steps of calculating and displaying the price quote may be done repetitively further comprising obtaining from said customer a digital graphic layout or image file to be printed.

4. (Amended) The method of claim 1 wherein said steps of calculating and displaying the price quote is are done without querying a service provider's server.

5. (Amended) The method of claim 1, further comprising the step of converting said digital graphic layout or image file to a format with a full color printing system.

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6. (Amended) The method of claim 1 further comprising the step of preparing said digital graphic layout or image file for full color printing.

7. (Amended) The method of claim 1, further comprising the steps of creating a proof and obtaining approval from said customer of said proof.

8. (Amended) The method of claim 7 further comprising the step of allowing access to said proof over an electronic communication medium.

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9. (Amended) The method of claim 1, further comprising the step of obtaining payment from said customer.

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10. (Amended) The method of claim 1, further comprising the steps of printing said file and delivering printed material to said customer.

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11. (Amended) The method of claim 1, wherein each of the steps (a)-(d) may be completed electronically through use of further comprising using a global information and communication network.

12. (Amended) A full color printing request and fulfillment system for use over an electronic communication medium, said system comprising:

(a) a client system including an electronic communication medium interface for communicating with a customer over said electronic communication medium, a job configuration and price calculator, a proofing server, and a data storage medium, wherein said price calculator includes one or more printing configuration options;

(b) said job configuration and price calculator incorporated into a Web page that allows said customer to instantaneously generate pricing each time the customer selects or enters data for one or more printing configuration option;

(c) said client system programmed to receive a digital graphic layout or image file over said electronic communication medium interface and store said digital graphic layout or image on said data storage medium;

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- (d) a proof module for preparing said digital graphic layout or image file for full color printing and creating a proof;
- (e) said proofing server programmed to receive said proof from said proof module, store said proof on said data storage medium, and allow access to said proof over said electronic communication medium interface; and
- (f) a printer for printing a final product.

17. (canceled)